

2025 Honorees



Felix Contreras | Journalism Award

Bio: Co-creator & co-host of NPR's groundbreaking show Alt.Latino & programs music from the Latin diaspora for NPR's acclaimed Tiny Desk Concerts. Known as "Tío Felix," he is an influential cultural ambassador & one of the most respected voices on Latin music & arts today.



Rauw Alejandro | Vision Award

Bio: Latin GRAMMY® award-winning and 4x GRAMMY®-nominated Puerto Rican singer-songwriter, is one of the leading figures in Latin urban music. With chart-topping albums like Vice Versa and Saturno, global collaborations with stars like Shakira and Selena Gomez, and a groundbreaking stage presence, he continues to redefine reggaetón and Latin pop for international audiences.

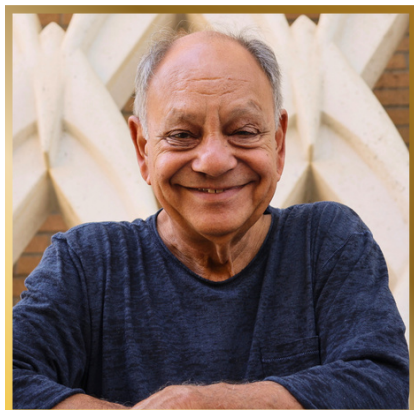


Julissa Prado | Entrepreneurship Award

Bio: Founder and CEO of Rizos Curls, an award-winning clean hair care brand celebrating the beauty of curls, coils, and waves. Recognized by TikTok, Cosmopolitan, and NHMC as a visionary leader, she has grown Rizos Curls into one of the top textured hair care brands, sold nationwide in major retailers and celebrated for its community-first approach



2025 Honorees (cont.)



Cheech Marin | Arts Award

Actor | Director | Writer | Musician | Art Collector | Cultural Icon

Bio: Cultural icon and half of the legendary comedy duo Cheech & Chong, is also an accomplished actor, director, & advocate for Chicano art. Founder of The Cheech Marin Center for Chicano Art & Culture, he has built one of the finest private collections of Chicano art, cementing his legacy as both an entertainer & cultural ambassador.



Gloria Trevi | Legend Award

Mexican Icon | Latin Pop | Rock en Español

Bio: Hailed as “the Queen of Mexican Pop” by Rolling Stone, Gloria is one of the most influential Latin female artists of all time, with 30M+ albums sold, 7B streams, and a career spanning three decades. A record-breaking touring powerhouse and outspoken advocate for women and LGBTQ+ rights, Trevi continues to inspire generations with her music and activism.



Rosie Perez | Leadership Award

Oscar, Golden Globe & Emmy-Nominated Actress |
Choreographer | Advocate

Bio: A cultural mainstay since *Do the Right Thing*, *White Men Can't Jump*, & *Fearless*, Rosie Perez is an acclaimed actress & choreographer whose recent work includes *The Flight Attendant* (Emmy-nominated), *Your Honor*, & Apple TV+'s *Before*. A Brooklyn-born Puerto Rican and tireless advocate, she has championed education, arts, and public health.



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Musical Performers



Daymé Arocena

Bio: Cuban singer and songwriter celebrated for blending Afro-Caribbean beats, jazz, and neo-soul into a transformative Latin pop sound. Her latest album **Alkemi** redefines the genre through collaborations with leading artists across the Caribbean.



DannyLux

Bio: 21-year-old Mexican-American sensation & pioneer of the “Alternativo-Sierreño” sound, is one of the most prominent emerging artists in Regional Mexican music. Latin Grammy nominee & the first Mexican artist to record A Colors Show and a Tiny Desk performance, he continues to expand his artistry with bold projects like his 2025 album and short film LEYENDA.



Gloria Trevi | Legend Award & Performer

Mexican Icon | Latin Pop | Rock en Español

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Musical Performers (cont.)



Lisa Lisa

Nuyorican Singer | Latin Freestyle | Pop | Hip Hop & R&B

Bio: Lisa Lisa, legendary frontwoman of Lisa Lisa & Cult Jam, is hailed as “the Queen of Latin Freestyle.” With era-defining hits like “I Wonder If I Take You Home” and “Can You Feel the Beat,” she became one of the first Latinas to break into mainstream U.S. pop, leaving a legacy that continues to influence today’s artists.



RaiNao

Puerto Rican Singer-Songwriter | Reggaeton | R&B | Hyperpop

Bio: Born in Santurce, Puerto Rico, is one of Latin music’s fastest-rising stars, known for blending reggaetón, R&B, guajira, and hyperpop into a fearless, experimental sound. With over 226M streams, collaborations with Bad Bunny, Tainy, and Villano Antillano, and acclaim for her 2024 album CAPICÚ, she is redefining the urban Latin scene with unapologetic authenticity .

Presenters



Antonio Tijerino | Welcome Remarks

President & CEO, Hispanic Heritage Foundation

Executive Producer, Hispanic Heritage Awards

Bio: Leads the HHF's "malleable mission" to drive education, workforce development, leadership, and social impact - fomenting economic mobility, positive narratives, and change. Founder of the LOFT Network (300,000+), he has expanded tech pathways to 250,000+ learners and helped launch the first Latino-themed Minecraft game (30M players/30 languages), while championing immigrants and serving on multiple national boards.



Mayan Lopez | Host

Actor | Writer | Producer

Bio: Best known for co-creating, writing, and starring in NBC's Lopez vs Lopez. A vocal advocate for mental health and LGBTQ+ inclusion, she served as a guest judge on RuPaul's Drag Race & is a National Alliance on Mental Illness (NAMI) ambassador; the sitcom itself grew out of her viral TikTok videos about reconnecting with her father, George Lopez.



Ivy Queen | Presenting Rauw Alejandro

"La Reina del Reggaetón" | Puerto Rican Singer-Songwriter | Latin Urban Pioneer

Bio: Trailblazing Puerto Rican singer-songwriter whose empowerment anthems have defined Latin urban music for over three decades. From her start with The Noise to platinum releases like Diva, she's earned Billboard and ASCAP honors, was named Icon Woman at Billboard's Women in Music (2023), and in 2024 became the first urban artist to perform at Carnegie Hall.



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Presenters (cont.)



Gina Torres | Presenting Julissa Prado

Award-Winning Actor & Producer

Bio: Award-winning Afro-Latina actor and producer who made history as the first Afro-Latina to create, star in, and produce a U.S. TV series with Pearson. Known for her iconic turn as Jessica Pearson on Suits - and her recent role as paramedic captain Tommy Vega on 9-1-1: Lone Star - she continues to champion diversity and mentor emerging talent.



Steve Berlin | Presenting Felix Contreras

Multi-GRAMMY®-winning Producer, Saxophonist & Keyboardist | Member of Los Lobos

Bio: Philadelphia-born multi-instrumentalist and producer who joined Los Lobos in 1984 after co-producing their 1983 EP And a Time to Dance, helping shape the band's genre-blending sound. Beyond Los Lobos, he's produced and arranged for artists including The Tragically Hip, Buckwheat Zydeco, Rickie Lee Jones, and more.



Crazy Legs | Presenting Rosie Perez

Hip Hop Pioneer | Cultural Icon

Bio: Richard “Crazy Legs” Colón is a pioneering b-boy and longtime president of the Rock Steady Crew who helped take breaking from New York to global stages in the early 1980s. He appeared in the seminal hip-hop films and docs Wild Style, Style Wars, and Flashdance, and continues to produce Rock Steady anniversary festivals and community events.



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Presenters (cont.)



Ivette Rodriguez | Presenting Rosie Perez

President & Founder, American Entertainment Marketing (AEM) | Publicity & Awards Consultant

Bio: Founder & President of AEM Marketing and co-founder of LA Collab, an executive member of the Academy of Motion Picture Arts & Sciences' Marketing & PR branch, and co-chair of its LA Agenda and Aperture 2025 initiatives. A 25-year champion of equitable representation, she's led campaigns for Roma, Cinderella, and CORE's multicultural vaccination effort, and advises NHMC, CHCI, NAA, Voto Latino, and Friends of the National American Latino Museum.



René Farrait | Presenting Lisa Lisa

Puerto Rican Singer | Original Member of Menudo | Latin Pop Icon

Bio: Puerto Rican singer best known from Menudo's classic '80s lineup - the Latin teen-pop phenomenon that captivated audiences across the Americas. He continues to honor the group's legacy through reunion projects and performances that connect generations of fans.



Janvier Flores | Presenting Lisa Lisa

Puerto Rican Singer | Member, Menudo (New Generation)

Bio: 17-year-old Puerto Rican singer from Caguas and a member of the new-generation Menudo. He joined the group in 2025.



Presenters (cont.)



Paulina Chavez | Presenting Cheech Marin

Actor

Bio: Broke out as the title character in Netflix's *The Expanding Universe of Ashley Garcia* and later played Flora in *Fate: The Winx Saga*. She appears as Ariana in Taylor Sheridan's *Landman* (Paramount+) and stars opposite Eva Longoria and Cheech Marin in Disney+'s live-action *Alexander and the Terrible, Horrible, No Good, Very Bad Road Trip*; her film *The Long Game* is streaming on Netflix.



Julian Works | Presenting Cheech Marin

Actor

Bio: best known as firefighter Mateo Chavez on FOX's *9-1-1: Lone Star* (the series concluded after five seasons on Feb. 3, 2025). He previously appeared as Marvin Chavez on *9-1-1* and has film credits including *The Long Game* (2023 & co-starring Cheech Marin) and *Mending the Line* (2022).



MJ Acosta-Ruiz | Presenting Julissa Prado

Host, NFL Network | Emmy Award-Winning Journalist | Co-Host, NFL Media's *El Huddle* Podcast

Bio: Emmy Award-winning NFL Network host - the first woman of color and Latina to host a show at the network - & co-host of NFL Media's *El Huddle* podcast. Fully bilingual, she previously anchored for NBC/Telemundo and advocates for representation and equity, amplifying the voices of marginalized communities.



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Sponsors



Joanna Diaz Soffer

Principal External Affairs Manager at T-Mobile

Bio: Advances T-Mobile's public policy priorities & external engagement with government & community stakeholders. Joined the company in 2020 after consulting on the T-Mobile-Sprint merger. Former AVP at DDC Public Affairs and veteran of Nevada and California campaigns, she serves on CHLI's Advisory Council, OCA-Asian Pacific American Advocates' Business Advisory Council, and The Latino Coalition Public Policy Council.



Christine Robles

Head of Stores Human Resources, Target

Bio: Leads HR strategy and operations for nearly 350,000 team members across 1,950+ Target stores, overseeing staffing, talent, engagement, DEI, HR operations, and labor relations. A 30+-year Target leader who started as a cashier, she rose through regional HR roles and mentors Latina leaders in partnership with HACR.



Alba Castillo Baylin

VP, Stakeholder and Social Impact Management,
The Coca-Cola Company

Bio: Leads Coke's North America philanthropy, stakeholder engagement, community marketing, employee volunteerism, & disaster relief. Former VP of Customer Marketing and Hispanic Marketing Group Director who led Coke's award-winning 2014 FIFA World Cup Hispanic campaign. Serves on multiple civic boards and has been recognized by FIU and Operation Homefront.



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Sponsors (cont.)



Ruben Barrales

Senior VP of External Engagement, Wells Fargo

Bio: Former White House Deputy Assistant to the President & Director of White House Intergovernmental Affairs, elected official, and chief executive officer for nonprofit and business advocacy organizations. A supporter of diversity, inclusion and public policy that expands economic opportunity for all.



Estuardo Rodriguez

President & CEO, Friends of the National Museum of the American Latino | President & CEO, Intersect Public Affairs

Bio: “Top Lobbyist” (The Hill/NILE) and the President & CEO of Intersect Public Affairs and Friends of the National Museum of the American Latino, leading advocacy across Capitol Hill, the White House, and federal agencies in sectors from financial services to tech and media. A former HUD attorney and co-founder of The Raben Group, he helped secure the museum’s congressional and White House authorization and is a frequent national commentator and Council on Foreign Relations member.



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